

Casey Ryan Burridge

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PERSONAL STATEMENT

I am a self-motivated, detail-oriented tech professional with a passion for open-source software. I am a full-stack marketer by trade with prior experience in operational and technical roles. My passion for technology and learning has led me to study machine learning/AI, web development, foreign language acquisition, finance, bitcoin and decentralized tech, natural health, and more.

EXPERIENCE

Marketing Coordinator – GravityKit, (Massachusetts, USA)

February 2023 - PRESENT

- Built a live demo showcase for GravityKit's suite of software products leading to increased customer engagement and improved conversion rates.
- Optimized the sales funnel during Black Friday and Cyber Monday leading to a 44% increase in revenue year-over-year.
- Implemented lead generation campaigns resulting in a 400% growth in newsletter subscribers.
- Built and integrated an abandoned cart recapture system into our website which saved the company \$30k in the first 5 months it was live.
- Worked with the CEO to implement a new pricing strategy, increasing our average eCommerce order value by 40%.

Content Marketing Specialist – GravityKit (Massachusetts, USA)

March 2021 - February 2023

- Planned and executed a full content and SEO strategy resulting in a 100% increase in organic traffic to our website.
- Improved website architecture and internal linking, resulting in increased engagement and search traffic.
- Launched and grew a biweekly email newsletter, boosting customer engagement, improving retention, and increasing conversions.
- Built an onboarding system for new customers resulting in increased retention and a reduced load on support staff.

Content Marketer – TheHOTH (Florida, USA)

October 2020 - March 2021

- I aided tech companies in boosting their organic traffic through planning, writing, and publishing a range of SEO-focused articles.

Technical Consultant – Avocet Systems, Ltd. (London, UK)

September 2018 – November 2019

- Built and executed custom programmatic advertising campaigns worth over \$500k for high-priority clients (including Expedia and JetBlue) while hitting CPA targets.
- Spearheaded third-party data integrations for our SaaS platform, expanding our targeting capabilities.
- Conducted in-depth data analyses and quarterly campaign reviews for clients using Python, SQL, and MS Excel.
- Streamlined operational workflows by building custom data dashboards using Python.

EDUCATION

MSc. Information Systems Management – The University of Salford

May 2024 – PRESENT, UK (distance learning)

I'm pursuing this Master's degree to expand my professional qualifications and prepare me for leadership roles in the tech industry.

CERTIFICATIONS

Investment Foundations Certificate – CFA Institute

May 2024, credential ID: [cLVXxNJziuu](#)

Certified Bitcoin Professional (CBP) – C4

May 2024, credential ID: [104067200](#)

Financial Markets – Yale University

April 2024, credential ID: [FSCCETPQJRW2](#)

HSK6 Advanced Chinese Proficiency – Hanban Institute

March 2023, credential ID: [HW62303000111](#)

Professional Program in Data Science – Microsoft

January 2018, credential ID: [cbc4a77f-fb56-4f25-a71c-dc465195c78d](#)

LANGUAGES

Chinese (Mandarin) – Advanced proficiency

Afrikaans – Intermediate proficiency